



Litter Picks

Electronic Newsletter

March 2006

Virginia Department of Environmental Quality, Division of Environmental Enhancement
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DEQ's Community Involvement Initiative: The Department of Environmental Quality is dedicated to helping the public better understand DEQ's role in protecting the environment, and to involving the public more effectively in environmental decision making.

Welcome to Litter Picks, a look at litter prevention news in the Commonwealth and across the nation. We hope that some of this information is helpful to you in your programs, and hope you'll help us with news from your area related to litter prevention and awareness. Had a successful clean up event? Recognized companies or citizens for their clean up efforts? Let us know by sending this information to Sheila Barnett at smbarnett@deq.virginia.gov.

2006 Legislative Update

HB 448 Passed and signed by Governor – becomes effective July 1, 2006

Litter and Recycling grants formula changed to return 90% of collected taxes to localities for their programs each year, with 5% set aside for special projects, and up to 5% for grants program administrative costs.

Highlights from the HCCC Annual Report

The Hampton Clean City Commission presented their Annual Report to the City Council in February, 2006. Included in the report were highlights from the Adopt-a-Spot Program and their Clean Business Awards.

Among their results the HCCC reported the following:

- ✓ Volunteers donated 16,710 hours of time to the HCCC.
- ✓ Volunteers conducted more than 1,000 clean ups.
- ✓ Volunteers sponsored three litter-free events which were attended by more than 4,000 people.
- ✓ Volunteers and partners of the HCCC gave presentations to three school assemblies attended by more than 1,000 students.
- ✓ They conducted five teacher training workshops which were attended by 37 teachers and community educators.
- ✓ Sixteen ecology clubs conducted activities for all grades
- ✓ Volunteers and staff gave presentations which reached over 1,600 people.
- ✓ Displays reached another 3,000 Hampton Citizens.
- ✓ 122 individuals, organizations and businesses were recognized throughout the year for their contributions to improving the physical environment.

For more information, contact the Clean City Commission at: hccc@hampton.gov or 757-727-6394.

Web Sites of Interest:

- ✓ <http://www.cleanvalley.org/>
- ✓ <http://www.gloucesterva.info/clean/links.htm>

Did You Know?

- ✓ Gateway Streetscape which serves Henry County and the City of Martinsville received a Harvest Foundation Greening Grant for 2005 and 2006. The grant has enabled off duty deputies to take inmates on litter pick ups along the highways and pick up other public areas in need of litter removal. Contact Lois Christensen at: 276-634-4674 or www.gatewaystreetscape.org/news.htm
- ✓ At Virginia Tech, each sports team has a community service project. The men's soccer team participates in the Adopt-a-Highway program. During halftime in their opening game against Boston College, the Hokies were presented with their Adopt-a-Highway sign.

Norfolk's Largest Volunteer Effort in the History of the City

Approximately 1,400 sailors from the aircraft carrier George Washington participated in one of Norfolk's largest volunteer efforts in history. Lt Cmdr. Bill Speaks, a spokesman for the ship, said that they wanted to launch a relationship with the city in a big way.

The crew worked from January 16 - 18 on over 30 different projects including picking up trash and debris. Overall, they put in close to 6,800 hours of work and collected 25,000 pounds of trash and debris. They also distributed 6,000 door hangers to remind the town's residents to recycle.

For more information, contact John Deuel, the Executive Director of the Norfolk Environmental Commission at 757-441-1347 or john.deuel@norfolk.gov

Assign-A-Highway

The Upper Tennessee River Roundtable (UTRR) received a grant in 2005 from DEQ to develop a manual and outreach training program for localities interested in implementing an Assign-A-Highway project. As part of its grant commitment, UTRR hired a program manager to develop the program tools and presentation materials. The manual will soon be accessible through the Assign-A-Highway web site (www.assignahighway.com), and presentations to interested localities are being scheduled at this time. The web site also provides information on the history and results of the Assign-A-Highway projects already in place in southwest Virginia.

The program manager is Ms. Laura Hamilton, and she can be reached at (276)628-1600 or via email at lhilton@uppertrriver.org if your locality or group is interested in getting information on the Assign-A-Highway program.

LITTER Picks Continued

Calendar of Events:

March:

1 – 31 Gateway Streetscape Foundation: Stewardship Virginia. 276-634-4674

March – May Hampton: Adopt-a-Spot and Special Clean ups. Debbie Blanton 757-727-6394 or hccc@hampton.gov

March – May Hampton: Great American Cigarette Butt Count. Debbie Blanton 757-727-6394 or hccc@hampton.gov

17 Hampton: The Hampton Coliseum Adopt-a-Spot pick up. Debbie Blanton 757-727-6394 or hccc@hampton.gov

18 Loudoun County: Household Hazardous Waste Collection Day. www.loudoun.gov/oswm/hhw.htm

25 Giles County: County-Wide Clean Up. 540-921-5000.

25 Keep Norfolk Beautiful Day. 757-441-1347

25 – June 10 Norfolk: Great American Clean Up. 757-441-1347

April:

1 Hampton: Waste in Place Workshop. Debbie Blanton 757-727-6394 or hccc@hampton.gov

1 – 30 Shenandoah County Litter Pick up Drive. http://www.co.shenandoah.va.us/landfill/pickup_drive_form.htm

1 – 30 Smyth County Clean Up Month. 276-783-3298.

1 – 30 Spotsylvania County: Litter-Thon. Clara Mills 540-582-7055 ext. 377

7 – 9 Hampton: Adopt Hampton Days. Debbie Blanton 757-727-6394 or hccc@hampton.gov

8 Alice Ferguson Foundation's Potomac Watershed Cleanup. 301-292-5665 or <http://www.potomaccleanup.org>

19 Hampton: YARDS Contest Judges Training and Kick Off. Debbie Blanton 757-727-6394 or hccc@hampton.gov

22 Hampton: Litter Summit. Debbie Blanton 757-727-6394 or hccc@hampton.gov

28 Hampton: Clean Business Day. Debbie Blanton 757-727-6394 or hccc@hampton.gov

29 Alexandria: Community Stream Clean Up. <http://www.alexearthday.org/#>

Trashy Tours in the Commonwealth

Hampton Roads is sponsoring a Waste Watchers' Tour de Trash, on April 21 from 9 a.m. – 3 p.m. Learn what happens to trash after it is collected. Registration for this workshop is required. hccc@hampton.gov or 757-6394.

The transfer station at 4618 West Ox Road in Fairfax schedules year-round tours for middle and high school students as well as other groups who are interested in learning about how trash is processed. This facility has an observation window for their activities. There is a video on how all types of waste are handled and a 45-minute tour of the facility. If you are interested in seeing this facility, contact David Menefee at 703-631-1179 to schedule a tour.



The Butt Stops Here Campaign Results are In

In October, 2005, Litter Picks ran a story about the “Butt Stops Here” Campaign in Norfolk. In cooperation with the Wards Corner Business Association, employees were deputized as “Butt Watchers.” When a pedestrian threw a cigarette butt on the ground, the Wards Corner employees greeted the smoker and told the smoker that if he picked up his butt, he would receive a pocket ash tray and coupons. The campaign was well received by the pedestrians and now there are fewer cigarette butts around the store fronts.

The Butt Stops Here Campaign is working with the national affiliate, Keep America Beautiful, to implement a second phase that will address cigarette litter coming from cars.

A pre-scan and a post scan were done and a qualitative observation in and around Wards Corner revealed that the campaign targeting pedestrians was a success. However, cigarette litter in the vicinity of Wards Corner has increased.

Kudos to Keep Norfolk Beautiful and the Wards Corner Business Association for their successful Butt Stops Here Pedestrian Campaign! We look forward to finding out how you expand the Butt Stops Here Campaign to address motorists too!

For more information contact John Deuel at 757-441-1347 or john.deuel@norfolk.gov

Counties Join Together to Assist With Dumpsite Pickups

The Tri-County Litter Coordinators and Officers of Buchanan, Dickenson, and Russell Counties banded together to plan and assist each other with illegal dump site clean ups.

The first event was held in Buchanan County on January 27 on Rt. 645 at the Rocklick Creek Road dump site. Volunteers cleaned up approximately 8 tons of trash from this site.

The second event was held at Rt. 645 New Garden Road in Russell County. Forty-five people turned up for the clean up. The days end yielded a combined 8.21 tons of trash and tires.

A third pick up took place in Dickenson County on February 17.

Contact Toby Edwards, Regional Litter Prevention and Recycling Coordinator, (276) 889-1778

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